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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/924,827	08/08/2001	Jay Reiner	6936-1	2573

7590 11/19/2004
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EXAMINER

BILGRAMI, ASGHAR H

ART UNIT PAPER NUMBER

2143

DATE MAILED: 11/19/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

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Office Action Summary	Application No. 09/924,827	Applicant(s) REINER, JAY	
	Examiner Asghar Bilgrami	Art Unit 2143	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on ____.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-19 is/are pending in the application.
- 4a) Of the above claim(s) ____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) ____ is/are allowed.
- 6) ☒ Claim(s) 1-19 is/are rejected.
- 7) ☐ Claim(s) ____ is/are objected to.
- 8) ☐ Claim(s) ____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 08 August 2001 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. ____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|---|--|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. ____ |
| 2) <input type="checkbox"/> Notice of Draftperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date ____ | 6) <input type="checkbox"/> Other: ____ |

DETAILED ACTION

Claim Rejections - 35 USC § 102

1. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

2. Claims 1-19 are rejected under 35 U.S.C. 102(e) as being anticipated by Friedman et al (U.S. Pub 2004/0205138 A1).

3. As per claims 1, 10 & 11 Friedman disclosed a method of transmitting an electronic message on electronic letterhead comprising the steps of: generating electronic letterhead from computer-generated artwork; receiving a request to transmit an electronic message from a subscriber to a recipient (paragraphs 14 & 129), said subscriber and recipient each having an associated network addressable electronic message client; combining said electronic letterhead and said electronic message to form a composite electronic message; and, forwarding said composite electronic message to said recipient (paragraphs 15 & 130).

4. As per claims 2 & 12 Friedman disclosed the method of claim 1, further comprising the steps of: configuring said subscriber's network addressable electronic message client to transmit electronic messages to an application server; receiving in said application server said electronic

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message from said subscriber's associated network addressable electronic message client; and, performing said combining and forwarding steps in said application server (paragraphs 62 & 63).

5. As per claims 3 & 13 Friedman disclosed the method of claim 1, further comprising the step of: receiving said computer-generated artwork from said subscriber (paragraph 15).

6. As per claims 4 & 14 Friedman disclosed the method of claim 1, further comprising the step of: configuring said subscriber's network addressable electronic message client to perform said combining and forwarding steps (paragraph 16).

7. As per claims 5 & 15 Friedman disclosed the method of claim 4, wherein said configuring step comprises the steps of: installing a plug-in to said subscriber's network addressable electronic message client, said plug in performing said combining and forwarding steps (paragraphs 16 & 144).

8. As per claims 6 & 16 Friedman disclosed the method of claim 4, wherein said configuring step comprises the step of: substituting default stationery in said subscriber's network addressable electronic message client with said electronic letterhead (paragraphs 14 & 15).

9. As per claims 7 & 17 Friedman disclosed the method of claim 1, further comprising the step of: associating a hyperlink with said electronic letterhead, said hyperlink comprising a

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network address at which marketing information can be accessed by activating said hyperlink (paragraph 124 & 134).

10. As per claims 8 & 18 Friedman disclosed the method of claim 1, further comprising the steps of: providing access over a computer communications network to said electronic letterhead; accepting user-modifications to said electronic letterhead; and, substituting said user-modified electronic letterhead for said generated electronic letterhead (paragraphs 144 & 145).

11. As per claims 9 & 19 Friedman disclosed the method of claim 1, further comprising the step of: registering said subscriber, said registration comprising collecting demographic data for said subscriber (paragraphs 134 & 135).

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Asghar Bilgrami whose telephone number is 571-272-3907. The examiner can normally be reached on M-F, 8:00-5:00PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, David Wiley can be reached on 571-272-3923. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Asghar Bilgrami
Examiner
Art Unit 2143

William C. Vaughn
Primary Examiner
Art Unit 2143
William C. Vaughn, Jr.